WHAT IS CLAIMED IS:

1. A method of enhancing the ability of a user to interact with a plurality of content providers coupled to a network, the plurality of content providers offering a plurality of enhanced content programming via the network, wherein said user interacts with the plurality of content providers via a receiver coupled to the network, the method comprising the steps of:

receiving a set of trigger filters from the receiver;

storing said set of trigger filters in a data base;

detecting triggers embedded in each of the plurality of enhanced content programming;

comparing said detected triggers with said set of trigger filters;

identifying a set of the plurality of enhanced content programming in which said detected triggers embedded in said set of enhanced content programming conform to said set of trigger filters; and

preferentially coupling each of said set of enhanced content programming to the receiver.

2. The method of claim 1, wherein said set of trigger filters is based on information type.

3. The method of claim 1, further comprising the step of transmitting a notification indicator for each occurrence in which said detected triggers embedded in said set of enhanced content programming conforms to said set of trigger filters.

4. The method of claim 3, wherein said notification indicator is an audible signal.

5. The method of claim 3, wherein said notification indicator is an on-screen graphic.

6. The method of claim 3, further comprising the step of selecting said notification indicator, said selecting step performed by the receiver.

7. The method of claim 1, said preferential coupling step further comprising the steps of overriding current receiver programming and directing each of said set of enhanced content programming to the receiver immediately upon detection.

8. The method of claim 1, further comprising the steps of:

receiving a set of priorities corresponding to each of said set of trigger filters; and

storing said set of priorities in said data base, wherein said step of preferential coupling is performed in accordance with said set of priorities.

9. The method of claim 1, said receiving step further comprising the steps of:

monitoring each of a plurality of user transactions between the receiver and the plurality of content providers;

extracting transaction information from at least a portion of said plurality of user transactions;

storing said extracted transaction information in a data base controlled by a third party; and

forming said set of trigger filters based on a combination of at least a portion of said extracted transaction information.

10. A method of enhancing the ability of a user to interact with a plurality of content providers coupled to a network, the plurality of content providers offering a plurality of enhanced content programming via the network, wherein said user interacts with the plurality of content providers via a receiver coupled to the network, the method comprising the steps of:

storing a set of trigger identifiers in a data base;

detecting triggers embedded in the plurality of enhanced content programming;

pairing said detected triggers with said set of trigger identifiers; and

notifying the receiver of available enhanced content programming using said set of trigger identifiers.

11. The method of claim 10, wherein said set of trigger identifiers is comprised of a plurality of on-screen graphics.

12. The method of claim 10, wherein said set of trigger identifiers is comprised of a plurality of audible signals.

13. The method of claim 10, further comprising the step of receiving said set of trigger identifiers from the receiver.

14. The method of claim 10, further comprising the step of receiving said set of trigger identifiers from a network operator.

15. The method of claim 10, wherein said notifying step is performed upon initial receipt of the enhanced content programming.

16. The method of claim 10, wherein said set of trigger identifiers correspond to the plurality of content providers.

17. The method of claim 10, wherein said set of trigger identifiers correspond to a plurality of information types.

18. A method of generating revenues for a network offering a plurality of programming options to a user via a receiver, the method comprising the steps of:

detecting a first trigger embedded within one of said plurality of programming options;

replacing said one of said plurality of programming options with at least one enhanced content program, wherein said at least one enhanced content program is provided by at least one content provider;

obtaining revenues from said at least one content provider in response to said replacing step; and

restoring said one of said plurality of programming options.

19. The method of claim 18, wherein said restoring step is performed after conclusion of a predefined time period.

20. The method of claim 18, further comprising the step of detecting a second trigger embedded within said one of said plurality of programming options, wherein said restoring step is performed after detection of said second trigger.

21. The method of claim 18, wherein said first trigger indicates commencement of a programming interruption.

22. The method of claim 20, wherein said second trigger indicates conclusion of a programming interruption.